

## CLAIMS

What is claimed is:

1        1. A computer-based method for selling an item to a customer at a retail location, the  
2 method comprising the steps of:

3            (a) receiving at the retail location an identifier associated with a token presented by a  
4 customer;

5            (b) accessing customer data based on the identifier;

6            (c) identifying in the customer data a product order selected by the customer;

7            (d) preparing the identified customer order at the retail location;

8            (e) identifying in the customer data a preferred payment method for the customer;

9            (f) executing payment by the customer for the selected order by the preferred payment  
10 method; and

11            (g) providing the customer with the selected order at the retail location.

12        2. The method of claim 1, wherein the token comprises an RFID tag, and step (a)  
13 comprises wirelessly reading a RFID tag presented by the customer.

14        3. The method of claim 2 wherein the steps are performed in response to a single  
15 user action, the single user action comprising presenting the RFID tag to an RFID reader located  
16 in the retail location.

17        4. The method of claim 1, wherein the token comprises a magnetic stripe card, and  
18 step (a) comprises reading a magnetic stripe card presented by a customer to a magnetic stripe  
19 reader.

20        5. The method of claim 4 wherein the steps are performed in response to a single  
21 user action, the single user action comprising presenting the magnetic stripe card to a customer-  
22 accessible magnetic stripe card reader located in the retail location.

23        6. The method of claim 1, further comprising, prior to step (a), the steps of:

24            (1) facilitating customer selection of a product order; and

25            (2) associating the customer selected product order with the customer.

1           7.     The method of claim 6 wherein step (1) comprises facilitating customer selection  
2     via the Internet.

1           8.     The method of claim 6 wherein step (1) comprises facilitating customer selection  
2     at a terminal located in the retail location.

1           9.     The method of claim 1 wherein step (b) comprises accessing customer data over  
2     the Internet.

1           10.    The method of claim 1 wherein step (b) comprises accessing customer data over a  
2     local area network.

1           11.    The method of claim 1 wherein step (b) comprises accessing customer data from a  
2     local database.

1           12.    The method of claim 1 wherein step (b) comprises accessing customer data from a  
2     database operated from a third party service provider.

1           13.    The method of claim 1 wherein step (f) comprises providing payment information  
2     to a POS device for execution.

1           14.    The method of claim 1 wherein step (f) comprises processing payment and  
2     providing an execution code indicating complete payment to a POS device.

1           15.    The method of claim 1 wherein step (f) comprises obtaining a count value  
2     associated with the token and if the count value is greater than zero, decrementing the count  
3     value.

1           16.    A system for selling an item at a retail location, comprising the steps of:  
2         a token reader for receiving at the retail location an identifier associated with token  
3     presented by the customer;  
4         a dispatch module for accessing customer data based on the identifier, and for identifying  
5     in the customer data a selected customer order and a preferred payment method;  
6         a display for displaying the selected customer order at the retail location to a retail clerk;

7           a POS device for executing payment by the customer for the selected customer order by  
8       the preferred payment method.

1           17.     The system of claim 16 further comprising a database server in communication  
2       with the dispatch module over a computer network for providing customer data in response to a  
3       request comprising an identifier.

1